

# HALLIE KAY

A meticulous marketing professional, copywriter, and storyteller with meaningful creative and advertising experience—developing effective and unexpected brand, digital and social strategies for B2B and B2C clients.

New York, NY

(301) 646-6067

hallierachel@gmail.com

## WORK EXPERIENCE

### FOVNDRY | Bethesda, MD | *Copywriter + Project Manager*

NOV 2022–PRESENT / JCW, NOV 2021–NOV 2022

*Clients: Summer 365, Lincoln Property Company, Harbaugh Coaching Academy & more*

- Crafts engaging copy, creative concepts, and digital strategies that drive conversion across platforms for B2B and B2C clients
- Functions as a brand coordinator, project manager and link between creative and account teams; drafts creative briefs
- Collaborates with PR team on outreach + brand activation efforts; composes pitches + press releases
- Oversees final deliverable production, ensuring assets adhere to brand guidelines

### dormify | New York, NY | *Copywriter + Content Creation Intern*

JUNE 2021–NOV 2021

- Cultivated a conversational brand voice in marketing copy across email, web, paid ad and SMS platforms as a brand steward
- Partnered with cross-functional marketing and merchandising teams to create compelling, narrative-driven email content
- Managed and updated hundreds of Shopify product descriptions site-wide

### Habits New York | New York, NY | *New Ambassador Coordinator + Digital Marketing Assistant*

MAY 2020–JAN 2021

- Helped grow the Habits Brand Ambassador program by over 200%. Engaged with 100+ prospective ambassadors weekly
- Composed digital campaign copy and contributed in marketing strategy brainstorming

### Newseum | Washington, DC | *Outreach & Digital Communications Intern*

JUNE 2019–AUG 2019

- Collaborated with marketing and outreach departments to craft solution-oriented public relations strategies
- Conducted a comprehensive competitor analysis of 10+ national media literacy competitors
- Identified growth opportunities and developed brand activation strategies

## CAPES (PT. I)

Brand Development + Strategy ·  
Paid + Organic Social ·  
Paid/Digital + Print Ads ·  
Copyediting · Creative Briefs ·  
Naming + Positioning ·  
Campaign Development · Web  
Strategy · Project Management ·  
Email · Video Scripts · Web Copy  
· Taglines · Press Release and  
Editorial Writing

## CAPES (PT. II)

Adobe Photoshop, Illustrator, XD,  
Lightroom, Premiere Pro · Asana  
· Shopify · WordPress · G-Suite ·  
Squarespace · Tweetdeck ·  
Falcon · Microsoft Office ·  
SEO/SEM · Figma · Cision ·  
Google Analytics · Hootsuite ·  
HTML + CSS · ChatGPT

## RELEVANT LINKS

**Copywriting & social portfolio:**  
halliekay.com

**LinkedIn:**  
linkedin.com/in/hallie-kay-403

## EDUCATION

### University of Maryland College Park, MD

AUG 2017–MAY 2021

B.A. Multiplatform Journalism,  
Philip Merrill College of  
Journalism | Minor in Art History  
& Conservation

*Reese Cleghorn Journalism  
Scholarship Recipient*